



Administrative Release

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TO: Licensed Wholesalers and Non-Resident Dealers

SUBJECT: Alcoholic Beverage Coupons

In an effort to stay abreast with new marketing techniques and modern technology, the Alcohol and Tobacco Tax Unit is expanding the methods by which alcoholic beverage coupons may be provided to consumers. Current Maryland Trade Practices Regulation 03.02.05.03 A (1) permits coupons to be provided to consumers only at the point of purchase, through direct mail, or through the print media.

Effective immediately, this office will permit coupon disbursement to the consumer via a portable data file which can be downloaded and printed from the Internet. This expansion is in addition to the aforementioned methods allowed under Regulation .03. All other existing provisions and restrictions contained in Regulation .03 are still applicable.

Please contact this office at (410) 260-7314 if you have any questions regarding this release.

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